

CITY OF CARLSBAD

RECREATION DIRECTOR



Annual Salary:
\$123,000—\$154,600

Filing Deadline:
June 12, 2008

Carlsbad, California

Located in northern San Diego County, the City of Carlsbad is known for its quality of life, progressive city government, balanced neighborhoods, tourism and a beautiful natural environment that can be truly called a paradise. Carlsbad's great beaches, local attractions, world class resorts, shopping and restaurants set the standard for being a complete vacation destination.

Carlsbad's famed Flower Fields draw more than 200,000 visitors each spring when more than 50 acres of red, orange, yellow and pink ranunculus burst into bloom. Carlsbad boasts more than seven miles of beautiful beaches. Carlsbad is also well known as the golf capital of the world, and is the home of two world class golf resorts and more than 30 golf industry businesses.

Carlsbad's thriving local economy includes a healthy tourism base and also features high-tech, multi-media, health care and biotechnology corporations. The City of Carlsbad is proud to have large corporations such as Jazzercise, Immune Response, Gemological Institute of America and Isis Pharmaceuticals headquartered in the City.

Carlsbad's Downtown Village provides a lot of unique shopping, quaint restaurants and professional services. The Carlsbad Village Street Fairs, held the first Sundays in May and November, are the largest single-day street fairs in California. Over 850 arts and crafts booths line Village streets and are filled with unique gift items on display for the 80,000 people attending each Fair.

During the summer months, thousands of jazz enthusiasts bring their picnic baskets and chairs to enjoy a free concert under the stars at one of Carlsbad's beautiful community parks.

"Art Splash" is the annual celebration of Carlsbad's many assets, pleasures, and resources helps promote local artists and raise funds for ongoing art education in local schools. The Carlsbad Triathlon and Seaside Celebration is a weekend of family celebration and athletic activities. Over 10,000 people come each year to celebrate the magic of the ocean.

Legoland, California is located on 128 beautifully landscaped acres in the center of Carlsbad. This family theme park provides a multitude of fun activities for children ages 2-12. Six distinctive play areas feature unique attractions, family rides and restaurants. About 30 million LEGO bricks were used to create more than 1,000 LEGO models that decorate this enjoyable park.

While Carlsbad offers all the amenities of a large city, Carlsbad has the added benefit of having maintained a strong sense of community and cohesiveness despite its growth. A superb climate, quality schools, a vibrant and revitalized downtown and a wide variety of neighborhoods help make Carlsbad one of the most livable communities in the country. The Carlsbad Unified School District consistently ranks among the Top 10 urban school districts in the country. Carlsbad City Library opened in September 1999 with a 64,000 square foot building offering amenities such as two large computer labs, a career center, a Friends of the Library book store, a 221 seat auditorium and an art gallery. The City of Carlsbad is recognized by the San Diego Society for Human Resources management and the Employers Group for Workplace excellence and was named one of the best places to work in San Diego.

For more information about the City of Carlsbad, please visit their web site at www.carlsbadca.gov.

City of Carlsbad
A great place to make
a living. And a life.



The Recreation Department

The Recreation department provides diversified recreation facilities and programs for all ages of the population that live, work and/or recreate in Carlsbad. The Recreation Department's Strategic plan will enhance access to open space, provides safe places to gather, creates life-long learning opportunities and build a stronger community.

The department is responsible for planning future park sites and trails, as well as the operation of current recreation programs including senior activities, youth and adult sports programs and leagues, special events, camps, preschool combined with a parent education component, instructional classes, teen programs, facility rentals, aquatics, nutrition (home meal and congregate services through the Senior Center), and transportation programs. The department also operates several community centers/gymnasiums and two historic park sites: Magee Park and Leo Carrillo Ranch Historic Park.

Staff resources also support the Parks and Recreation Commission and Senior Commission, both of which act in an advisory capacity to the City Council on matters pertaining to parks, landscape, recreation programs, senior activities and facilities.

The department has exciting projects in the works, such as the planning of future parks including Alga Norte Swim Complex, two new community centers and tennis courts, and a community recreation development project at the Robertson Ranch. The Recreation Department is very interested in ensuring community access and inclusion in recreational programming.

**WE CREATE COMMUNITY THROUGH PEOPLE,
PARKS, AND PROGRAMS**

The Position

The Recreation Director determines the direction for the department and influences and directs the department toward goals and the organizational mission. The Recreation Director will expand the department's capacity in revenue generation and recreation fee-supported and self-sustaining programs. This will be accomplished by adopting new strategies, structures, procedures and technologies to deal with the changing needs of the community and the business environment.

Typical responsibilities include:

- Ensuring that the future is being planned for, anticipated and secured.
- Serving the needs and interests of, and eliciting the support from, key stakeholders.
- Keeping the team and organization focused on substantive results while meeting the requirements of current realities.
- Ensuring long-term, value-added recreation programs with excellent service delivery.
- Exuding the importance of recreation to the community.
- Creating an environment that creates alternative partnerships with the business community to deliver recreational solutions to the community.
- Tying it all together strategically.

The Ideal Candidate

The Recreation Director will speak clearly; listen for understanding; and foster an open communication climate. The successful candidate will have the ability to promote a climate of trust and respect by keeping employees informed, having a true open-door policy and encouraging others to express contrary viewpoints and share information. The Recreation Director will provide vision and instill pride. He or she will have high expectations and express important purposes in simple ways. He or she will exhibit critical thinking; be a big picture thinker and a careful problem solver.

The ideal candidate will direct the Recreation Department to work in partnership with business and civic communities to enhance recreational activities; sustain a strong economic community and improve the quality of life for all those who work, live and recreate in the City of Carlsbad. Above all else the Recreation Director will give personal attention to the community through their passion and vision for recreation.

Education and Experience

Equivalent to a bachelor's degree from an accredited college or university with a major in recreation, park management, public administration or related field; and five (5) years of increasingly responsible management experience in a community services department, such as, recreation or parks, including a minimum three years at an administrative or management level.

A master's degree in public or business administration is highly desirable.

Opportunities & Challenges

Some of the top priorities for the upcoming fiscal year are:

- Enhance revenues by promoting and facilitating the rental of City facilities to the public as an attractive and competitive alternative to private sector facilities.
- City parks and facilities provide a place for citizens to connect with the community, place, and spirit through balanced and sustainable land use and with Carrillo Ranch, this includes providing ongoing historic preservation efforts.
- Recruit and maintain program sponsors to promote local businesses and reduce operational costs.
- Develop a comprehensive cost recovery model.
- Provide a wide variety of revenue-generating quality recreation opportunities that support the community and enhance transient occupancy taxes (TOT) and sales tax opportunities.
- Explore options to fund future park development projects, programs and operations, including pursuing Public/Private partnerships, sponsorships, and grant opportunities.
- Begin construction of Alga Norte Park and Aquatics Center.
- Continue to investigate and analyze the most efficient operations/management plan for the Alga Norte Aquatics Center.
- Complete construction of picnic shelters at Calavera Hills and Stagecoach Community Parks.
- Complete the construction of seven additional tennis courts at Poinsettia Park.
- Complete the rental area expansion at Leo Carrillo Ranch.

Compensation

The salary for the position is \$123,800 to \$154,600 depending upon the qualifications and experience of the selected candidate. The incumbent will participate in the Performance Management and Compensation System.

In addition, the following benefits are provided: medical, dental and life insurance; paid leave, including 11 holidays, one flexible holiday, vacation (with a maximum accrual of 320 hours), 56 hours of annual executive leave, sick leave, a deferred compensation program; vehicle allowance; paid professional memberships; voluntary participation in an AD&D plan, and participation in the CalPERS Retirement Plan 3% at 60 plan, with the City paying 7% of the employee's retirement contribution.



Selection Process

APPLY BY JUNE 12, 2008

Each candidate's background will be evaluated on the basis of information submitted at the time of application to determine the level and scope of the candidate's preparation for this position. The application process requires an application and a detailed resume that includes any additional information which the candidate wishes to be considered. Only the more qualified applicants will be invited to participate in the selection process. Final interviews will be conducted by the City Manager or designee.

HOW TO APPLY

Interested candidates can apply for this position and obtain additional information at:

**City of Carlsbad
HR Department
1635 Faraday
Carlsbad, CA 92008
Phone (760) 602-2440
Fax (760) 602-8554
E-mail: hr@ci.carlsbad.ca.us**

www.carlsbadca.gov/hr

**We encourage an online
application process**

The City of Carlsbad is an Equal Opportunity/ADA Employer and values diversity at all levels of the organization.

